

## Discover Lewis County Lewis County – 2016 Lodging Tax- Project Scope

Due to funding changes from the original request to the awarded funds the following project information will need to be updated as changes in funding may have impacted the original projects scope. **Please do not change the format and be brief in your explanations to fit the space provided.**

### **2016 LTAC Recommendations:**


***Cornerstone role for tourism in Lewis County, bringing agencies together for collaboration***

***Website, social media training for tourism agencies***

***Establish tourism advisory group***

***Review how you can quantify putting heads in beds***

Incorporation of LTAC recommendations will be reviewed during the 2017 LTAC Application Process.

<b>Project Submission Form</b>	
<b>1. Project Name:</b> Discover Lewis County	<b>2. Date Submitted:</b>
<b>3. Contact Person / Title:</b> Steven Wohld, ED, Discover Lewis County	
<b>4. Mailing Address:</b> 360 NW North Street, Chehalis, WA 98532	
<b>5. Telephone No.:</b> 360-740-3349	
<b>6. E-mail:</b> steve@discoverlewiscounty.com	
<b>7. Signature of Representative:</b> 	
<b>8. Project Location ( city/town):</b> Chehalis – County-wide	
<b>a. Name of Event or Activity:</b> DiscoverLewisCounty.com	
<b>9. Statement of Project Goals and Objectives:</b> <ul style="list-style-type: none"><li>- Online tourism promotion for the entire county. This is a year-round, 24 hours a day, 7 days a week promotional tool.</li><li>- Promotion of events, things to do and see, places to stay and eat, culture and history, agritourism, etc.</li><li>- Social media is used heavily to draw people to come stay and play in our area.</li><li>- 2016 we will host a web-presence training at the monthly Tourism Lewis County meetings, every other month, to assist other tourism folks and encourage collaboration.</li><li>- Establish a group of advisors who will complement the effectiveness of this tourism promotional effort.</li><li>- Increase analytic ability for better understanding of user interest such as lodging (heads in beds).</li></ul>	
<b>10. Project Description:</b> <p>County-wide online tourism promotion.</p>	
<b>11. How does proposed project meet purposes of the Legislation? RCW</b>	

67.28.1816
Through its website and social media, Discover Lewis County encourages folks both locally and 50 miles or more to come play and stay the night in our County.
<b>12. Anticipated Project Costs: \$150,000</b>
a. Total County Funds awarded in 2016: \$85,000

### 13. Project Cost Analysis Project Budget

Column A Item	Column B Use of <u>County</u> Funds	Column C Use of other Funds	Column D Total Available Project Funds
Personnel	\$45,000	\$45,000	\$90,000
Benefits			
Marketing/Promotion <b>Materials</b>	\$5,000		\$5,000
Direct Sales Activities			
Minor Equipment			
Travel/Trainings ( <b>list below</b> )			
1.			
2.			
3.			
Contract Services ( <b>list below</b> )			
1. Video Production Services	\$10,000	\$15,000	\$25,000
2. Advertising and Promotion	\$25,000	\$5,000	\$30,000
3.			
4.			
Overhead (building rent, utilities etc.)			
<b>Project Subtotal:</b>			<b>\$150,000</b>

## 14. PROJECT WORK PLAN

List the tasks, Cost and time frame,  
Name individual(s), consultant(s), and organization responsible for the  
project.

Table III

<u>Tasks</u>	<u>Time Frame—Dates</u>	<u>Estimated Cost</u>	<u>Responsible Party/Name</u>
Website Content	Jan-Dec		DLC Team
Blog and Social Media Content	Jan-Dec		DLC Team
Tourism Web-presence training	Every other month		DLC Team
Video Advertising	Jan-Dec		DLC Team
AgriTourism Content Increased	1 <sup>st</sup> quarter		DLC Team
Regional Videos	Filming begins in January. Deliverables by end of year.		DLC Team and Video Production Contractor

Return completed Project Submission form to:

Karri Muir  
Lewis County BOCC. Rm. 210  
351 NW North Street – 2<sup>nd</sup> Floor  
Chehalis, WA 98532

Telephone: (360) 740-1419  
e-mail: [Karri.Muir@lewiscountywa.gov](mailto:Karri.Muir@lewiscountywa.gov)




## Board of County Commissioners

Lewis County Courthouse  
351 NW North Street  
Chehalis, WA 98532-1900

# Memo

To: Michael Strozyk, Discover Lewis County

From: Karri Muir 

cc: Steve Wohld, IT Manager

Date: December 4, 2015

Re: Discover Lewis County, Project Scope

This memo is to inform your department that Discover Lewis County has been awarded \$85,000 for 2016. This funding is from the Tourism Promotion Fund.

The Board of County Commissioners will review performance of Discover Lewis County in conjunction with the 2016 Project Scope .